



Labor Day Campaign Aug. 18-Sept. 5, 2016

Sample Talking Points

General Campaign Information

- Law enforcement agencies across the state will make drunk driving enforcement a priority during the *Drive Sober or Get Pulled Over* campaign: Aug. 18-Sept. 5.
- The annual *Drive Sober or Get Pulled Over* effort is Michigan's ongoing enforcement and education campaign to encourage safe and sober driving.
- In 2015, 384 people died in Michigan as a result of alcohol and/or drug-involved traffic crashes, a significant increase from 319 deaths in 2014. *Michigan State Police Criminal Justice Information Center (CJIC)*
- During the 2015 Labor Day holiday, 15 people died in 12 traffic crashes, more than double the number of fatalities during the 2014 Labor Day holiday. Nearly two-thirds of the 2015 holiday fatal traffic crashes involved alcohol. *CJIC*
- During last year's enforcement effort, Aug. 21-Sept. 7, 2015, 351 drunk drivers were arrested and 2,630 seat belt and child restraint citations were issued.
- The extra enforcement is paid for with federal funds administered by the Michigan Office of Highway Safety Planning. The money cannot be used for other programs.
- The *Drive Sober or Get Pulled Over* initiative, Aug. 18-Sept. 5, will also include seat belt enforcement in well-marked zones and roving patrols.
- In 2015, 188 people who died in traffic crashes in Michigan were not wearing their seat belts. Of those, 138 were male and 50 were female. *CJIC*

Impaired Driving Enforcement

- Michigan law considers persons with a BAC of .08 or greater to be driving drunk.
- A first-time offender convicted of drunk driving faces:
 - Up to 93 days in jail.
 - Up to a \$500 fine.
 - Up to 360 hours of community service.
 - 6 points on a driver's license.
 - Up to 180 days with a suspended license; restricted possible after 30 days.



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- A first-time offender convicted of drunk driving with a BAC of .17 or higher faces enhanced penalties, including:
 - Up to 180 days in jail.
 - Up to a \$700 fine.
 - One-year license suspension with restrictions permitted after 45 days if the vehicle is equipped with an ignition interlock device.
 - Mandatory one-year rehabilitation program.
- Convicted drunk drivers are subject to an additional \$1,000 penalty that is included under the driver responsibility program. The \$1,000 penalty is imposed for two consecutive years.
- Anyone that refuses a breath test the first time is given a one-year driver's license suspension. For a second refusal within seven years, it is a two-year suspension.

Seat Belt Enforcement

- The mobilization is about saving lives, not just writing tickets. Buckling up can reduce the risk of serious injury or death by 45 percent.
 - For many drivers the threat of a ticket has proven to be a greater incentive to buckle up than the risk of death or life-altering injury.
- Michigan has a primary enforcement law which allows officers to stop motorists who are not buckled up. The fine and associated costs for unbuckled adults is \$65.
- Michigan law requires drivers, front seat passengers, and passengers 15 and younger in any seating position to be buckled up. Children must be in a car seat or booster seat until they are 8 years old or 4'9" tall, and children 4 years old and under must be in the back seat.
- When in effect, seat belt enforcement zones are marked with large road signs.
 - The zone involves law enforcement officers serving as spotters on the lookout for unbuckled motorists. The information is provided to other officers in the zone who pull over the motorists and issue a citation.
 - Seat belt enforcement zones can also help identify drunk drivers and those with suspended and revoked licenses, felons, and fugitives.